

Town of Bluffton  
Request for Proposals  
RFP #2016-05  
Website Development Services

OVERVIEW

The Town of Bluffton (Town) is soliciting proposals from experienced individuals and firms interested in providing website design and development services for the Town of Bluffton and Bluffton Police Department websites.

Proposals, including supporting documentation, are due by **September 2, 2015** at 11:30 a.m. at the Town of Bluffton's Theodore D. Washington Municipal Building, 20 Bridge Street, Bluffton, South Carolina, 29910. Submittals shall be clearly marked as: RFP 2016-05, Website Development Services. Offerors must include one (1) original, three (3) hard copies, and one (1) digital copy by the stated deadline.

Questions must be submitted in writing on or before **August 20, 2015** to the contact noted below. Questions and answers will be posted on the Town's website at [www.townofbluffton.sc.gov](http://www.townofbluffton.sc.gov).

Contact: Tommy Sunday  
Interim IT Director  
Email: [tsunday@townofbluffton.com](mailto:tsunday@townofbluffton.com)  
Fax: Attn: Tommy Sunday, (843) 706-4580  
Mail: Tommy Sunday  
c/o Town of Bluffton  
P.O. Box 386  
Bluffton, South Carolina 29910

WEBSITE OBJECTIVES SUMMARY

1. Target Users. The website should serve the following targets:
  - a. Residents;
  - b. Visitors;
  - c. Existing Businesses, Future Businesses, Investors; and
  - e. Other economic development partners.
2. Anticipated Uses. The website will be used as:
  - a. A one-stop shop for information about Bluffton, South Carolina such as:
    - i. Community and demographic information;-
    - ii. Business development resources;
    - iii. Town events and community meetings;

- iv. Financial transparency;
- v. Parks and recreation;
- vi. Online permits and applications;
- vii. Online employment application;
- viii. Public & private schools, higher education opportunities;
- ix. Citizen/customer feedback page.

3. Design. The website shall be designed with the following attributes:

- a. Easy to navigate and highly functional to each targeted users;
- b. Promote a professional brand;
- c. Accessible for individuals with disabilities;
- d. Easily modified by staff for content changes; and
- e. Allow for easy accommodation of new pages and features as well as future sub-sites.

4. Long Term Goals. Long Term goals of the website include:

- a. Expand the amount of information and documents the Town publishes on the website;
- b. Expand on-line services the Town offers on the website;
- c. Enable updating the look and feel of the website on an as-needed basis.
- d. Provide for the easy creation of additional sub-sites as necessary.

#### SCOPE OF SERVICES

The offeror must deliver to the Town a new fully operational website based on the following scope of work.

1. Project Plan. Develop a project plan for the entire scope of work.
2. Domain Name. The Town will use the domain names [www.townofbluffton.sc.gov](http://www.townofbluffton.sc.gov) and [www.blufftonpolice.sc.gov](http://www.blufftonpolice.sc.gov) for the website.
3. A reference website for the project: <http://www.greenvillesc.gov/>.
4. Content Management System (CMS) Software. To improve the timeliness of website information being updated through the use of a CMS, the Vendor must provide a comprehensive — full function CMS software solution including, but not limited to, template creation, security and approval levels, WYSIWYG content editor, versioning, content scheduling, etc. per the following guidelines:
  - a. Avoid proprietary, limited release CMS solutions;
  - b. The proposed CMS software must currently be in use in a wide variety of industries/ government entities and shall not be a beta, release candidate or other early adopter technology; and
  - c. The responding vendor must have prior experience with this CMS.

5. Design. Design the Town's Website to include at a minimum:
  - a. Consistent look and feel for the website, including color schemes and graphic elements to unify the website based on collaboration with staff;
  - b. Design must conform to a look & feel that works with mobile and tablet browsers using —responsive website design (RWD). This is to provide an optimal viewing experience—easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices;
  - c. Website architecture design, including recommendation for use of open source software, web templates and plug-ins;
  - d. A design architecture that will allow for easy accommodation of new pages and features as well as future sub-sites;
  - e. Website should hook into Google Analytics and utilize Google Webmaster Tools.
  - f. Website that meets ADA / 508 standards compliance; and
  - g. Website must display correctly in all major browsers including, but not limited to, Internet Explorer, Firefox, Chrome, Safari and Opera.
6. Development/Implementation. Develop and Implement the website using the proposed CMS as follows:
  - a. Install and configure the website CMS software;
  - b. Develop the website based on the agreed/signed-off design;
  - c. Develop the website and CMS templates to allow staff to easily update and maintain all website content and documents; and
  - d. Work with designated staff to incorporate CMS permissions and content approval processes.
7. Live Build. Set everything up on a staging site during the review process to allow live changes to take place during the initial setup and design aspects of the site such as:
  - a. Provide staging site during the review process;
  - b. Develop new content and messaging for the site (as needed);
  - c. Setup the domains on a hosting account;
  - d. Migrate files and database from staging site to live hosting / Make website live on desired domain name;
  - e. Setup security package;
  - f. Make necessary tweaks and changes after launching site;
  - g. Complete all other work necessary to develop and fully test the website;
  - h. Ensure that the website is fully operational, without problems or broken links;
  - i. The project manager will signoff when satisfied.
8. Porting: Conversion of all content and documents from the existing website into the new CMS-based website/templates.
9. Custom Graphics. Create custom graphics for the website as necessary.
10. Content. Help with development of the on-page content specifically for the ideal clients we are seeking to attract based upon the content provided for the site. Work with provided content to be search engine friendly while also being — human friendly.

11. Content Implementation. Develop custom content for the website by working closely with staff to ensure all content is the reflection of the Town. All content developed will be optimized with specific search terms in mind and will work cohesively with the on-page coding.
12. Third-Party Site Content. Contractor will obtain necessary permissions, with the assistance of the Town, from Third Party Sites to link or post content such as logos, reports or stock photos.
13. Keyword Development. Creation and overview of the current keywords targeted and development of a baseline of specific to broad keyword phrases for outcome focused direction towards our ideal clients.
14. On-Page SEO Strategy. Complete valid website pages coded responses for the search engines. This includes meta-data and tags, page titles, coded keywords, and descriptions for search engine robots to follow in include.
15. Website Search. Ability to search entire site via integrated search box.
16. Mobile Device Compatibility. The website must be compatible for viewing on mobile devices.
17. Blogging Creation. Help with ideas for the creation of regular blog posts and new content on the site. Utilize everyone's knowledge for effective content development towards our ideal clients. Specifically creating content for the people who are searching for us based on the knowledge and value we can deliver.
18. Training. Provide Content Management System (CMS) training and written instructions to employees that will be responsible for updating website pages.
19. Other. Describe and include any additional items, not listed above, to provide a new fully operational website.

#### ADD ALTERNATE

1. Hosting. Provide separate quote for in-house website hosting.

#### SUBMITTALS

Proposals must contain, at a minimum, the following items:

- ☐ Cover letter with describing company's staff, resources, and experience on similar projects.
- ☐ Narrative detailing approach to the proposed work that is addressed in the Website Needs Summary and Scope of Services listed above
- ☐ Qualifications of proposed team members, identifying the offeror's main contact person.
- ☐ Proposed budgetary framework for work, including rate sheet for labor in appropriate classifications, rate sheet and/or mark-up percentage for equipment, and rate sheet for reimbursable expenses; offeror may propose a different cost or fee structure as add an alternate.
- ☐ Three (3) References for similar projects completed within the last 5 years.

- ☐ Valid Certificate of Insurance, listing amounts of coverage.
- ☐ Current Town business License or statement noting that one will be obtained prior to contract signing.
- ☐ If applicable, documentation of offeror's qualification as a Local Business and/or as a Minority or Disadvantaged Business Enterprise.

All materials submitted shall become property of the Town of Bluffton.

#### EVALUATION CRITERIA

Proposals will be evaluated on the following criteria with the associated weighting for each criterion:

- ☐ Related experience on similar projects - 20%
- ☐ Ability and expertise of offeror's team - 20%
- ☐ Proposed approach to work - 25%
- ☐ Proposed cost structure - 30%
- ☐ Preference for Minority or Disadvantaged Business Enterprise or Local Business - 5%

#### TOWN OF BLUFFTON RIGHTS

Proposals must be signed by an official of the company authorized to bind the offeror, and it shall contain a statement that the information contained therein is valid for a period of at least ninety (90) days from the submittal date.

The Town reserves the right to refuse any and all proposals and to waive any technicalities and formalities. The Town reserves the right to negotiate with all qualified offerors. The Town may cancel this solicitation in part or in its entirety if it is in the Town's best interest to do so. This solicitation does not commit the Town to award a contract, or to pay for any cost incurred in the preparation of the proposals, or to procure or contract for any articles of goods or services.

Attachments:

1. Town of Bluffton Agreement
2. Local Preference Certification Statement

**TOWN OF BLUFFTON AGREEMENT Contract Number <200X-XX>**

**COUNTY OF BEAUFORT**

**STATE OF SOUTH CAROLINA**

**THIS AGREEMENT** is made the \_\_\_\_ of \_\_\_\_\_, 201\_ between <Contractor> (hereinafter called “Contractor”) and the Town of Bluffton (hereinafter called “Town”), a municipal corporation organized and existing under the laws of the State of South Carolina.

**WHEREAS**, the Town desires <purpose of contract>; and

**WHEREAS**, the Town and Contractor desire to enter into an Agreement wherein the Contractor shall provide such services as set forth herein below:

**NOW, THEREFORE**, for and in consideration of the mutual promises, undertaking and covenants set forth herein, the receipt and sufficiency of which are acknowledged and affirmed by the Town and the Contractor, the parties hereto agree as follows:

1. Services/Schedule: The Contractor shall perform services per the attached scope of work and schedule in “Attachment 1”.
2. Deliverables: The deliverables resulting from execution of the above mentioned work shall be:  
    <Deliverables>
3. Fees: The total cost of these services shall be \$ <Costs> per “Attachment 2”.
4. Invoicing: The Contractor shall send monthly invoices to:

Tommy Sunday, IT Director  
Town of Bluffton  
PO Box 386  
Bluffton, SC 29910

With a copy to:

Accounts Payable  
Finance Department  
Town of Bluffton  
PO Box 386  
Bluffton, SC 29910

Invoices must reference contract number 20XX-XX. Monthly invoices should correlate work completed with appropriate phase/task per scope in Attachment 1 and provide an indication of % completed and provide itemize by *Phase/Task* representing percent progress of activity Fees and expenses. Expenses shall include detailed back-up.

Approved invoices for services rendered and costs shall be paid within 30 days upon receipt of invoice.

5. General Terms and Conditions:
  - a. The contractor is required to maintain appropriate levels, in the Town’s sole opinion, of insurance for general liability, auto liability, professional liability, and workers compensation coverage. The contractor must provide the Town with a Certificate of Insurance for each that names the Town as an additional insured. The contractor is required to immediately contact the Town should any change to these policies occur during the course of the performance of this contract. Failure to maintain these policies is grounds for termination.
  - b. Work will commence at NOTICE TO PROCEED and expire upon completion and acceptance of the project. All deliverables, whether goods, services, supplies, or other, shall become the

property of the Town. Any deliverables that may be provided in hard copy and electronic form, such as drawings, plans, specifications, reports, or other, shall be provided in such formats and orientations as required by the Town.

- c. Contractor shall be licensed to perform the work including, but not limited to, a current Town of Bluffton Business License and any required State of South Carolina license.
- d. Contractor shall comply with the most current Federal and State of South Carolina Laws and Regulations, including but not limited to, Fair Labor Standards Act and Occupational Safety and Health Administration guidelines.
- e. In the event the Contractor is required to hire Sub-Contractors, those Sub-Contractors must be appropriately licensed by the Town of Bluffton. The Contractor must provide the Town with a list of all Sub-Contractors and to immediately notify the Town of any changes. Use of non-licensed Sub-Contractors is grounds for termination.
- f. The Town Manager or his designee may terminate this contract in whole or in part at any time for the convenience of the Town. If the contract is terminated for the convenience of the Town, the Town will pay the Contractor for costs incurred to that date of termination.
- g. Should any part of this Agreement be rendered void, invalid or unenforceable by a court of law, such a determination shall not render void, invalid or unenforceable any other part of this Agreement.
- h. This Agreement has been made and entered into in the State of South Carolina, and the laws of South Carolina shall govern the validity and interpretation of this Agreement in the performance due hereunder.
- i. This Agreement may not be modified nor any additional work performed unless such modification or work is approved in writing and signed by both parties. The Contractor may not assign this contract without the prior written approval of the Town.
- j. The Contractor shall defend, indemnify, and hold harmless the Town, its officers, directors, agents, and employees from and against any and all actions, costs, claims, losses, expenses, and/or damages, including attorney's fees, whether incurred prior to the institution of litigation, during litigation, or an appeal arising out of or resulting from the conduct of any activity hereby authorized or the performance of any requirement imposed pursuant by this Agreement, however caused or occasioned, unless caused by the willful misconduct or gross negligence of the Town.
- k. In the event the Town has to proceed to litigation to protect or enforce its rights, the Town shall be entitled to recover its reasonable attorney fees and costs.
- l. Unless otherwise specified in this Agreement, Contractor shall provide a one (1) year warranty for the work performed hereunder, with said time to be measured from the date of final acceptance of the work by the Town.
- m. The parties hereto intend that no master/servant, employer/employee, or principal/agent relationship will be created by the Agreement. Nothing contained herein creates any relationship between the Town and Contractor other than that which is expressly stated herein. The Town is interested only in the results to be achieved under this Agreement. The conduct and control of the Contractor's agents and employees and methods utilized in fulfilling its obligations hereunder shall lay solely and exclusively with the Contractor. The contractor's agents or employees shall not be considered employees of the Town for any purpose. No person employed by the Contractor shall have any benefits, status, or right of employment with the Town.

**IN WITNESS WHEREOF**, the parties hereto affixed their signatures hereto the date first written hereinabove.

<CONTRACTOR NAME>

Town of Bluffton

Date: \_\_\_\_\_

Date: \_\_\_\_\_

By: \_\_\_\_\_

By: \_\_\_\_\_

Print Name: \_\_\_\_\_

Print Name: \_\_\_\_\_

Position: \_\_\_\_\_

Position: \_\_\_\_\_

Witnesses: \_\_\_\_\_

Witnesses:

Witnesses: \_\_\_\_\_

Witnesses:

Attachments:

- 1.
- 2.



## **Local Preference Certification Statement**

**I certify that my company meets all of the following qualifications to be eligible for the local vendor preference:**

- (1). That my company maintains an office within the legally defined boundaries of Beaufort County and have a majority of full time employees, chief officers, and managers regularly conducting work and business from these offices.**
- (2). That my company has held a valid Town Business License for a consecutive period of at least two years prior to the date for application for certification.**

**I make this certification with full knowledge that should any information provided prove to be false, that my company could be excluded from bidding on Town procurements for a period of three years.**

**Company Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Type of Products or Services:** \_\_\_\_\_

**Business License Number:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Fax Number:** \_\_\_\_\_

**E-Mail Address:** \_\_\_\_\_

**Owner's Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

Sworn to before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_

\_\_\_\_\_

Notary Public for the State of \_\_\_\_\_

My Commission Expires: \_\_\_\_\_

To be completed by Authorized Town Representative:

**Vendor Certified:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Authorized Signature